



# Clean Water Action & Clean Water Fund

Water Sustainability in Silicon  
Valley: A Vision for the Future

April 26, 2004

# Mission

- ✔ Clean Water Action (CWA) is a national organization working for clean, safe and affordable water, prevention of health-threatening pollution, creation of environmentally safe jobs and businesses, and empowerment of people to make democracy work.
- ✔ CWA organizes strong grassroots groups, coalitions and campaigns to protect our environment, health, economic well-being and community quality of life

# Mission

- █ Clean Water Fund (CWF) is a 501.c.3 organization which focuses on research and education to promote the public interest with a special emphasis on water issues

# Activities

- ✓ Cal Fed Drinking Water Subcommittee
- ✓ 2002 AB599 Groundwater Task Force
- ✓ 2003 State Desalination Task Force
- ✓ Sustainable Silicon Valley
- ✓ Silicon Valley Pollution Prevention Center
- ✓ Guadalupe River TMDL project
- ✓ Perchlorate and Arsenic Organizing
- ✓ Bay Area Water Stewards



# Current Threats to Sustainability

- Legacy pollution threatens local ground water supplies
- Emerging contaminants limit uses for and public trust in reclaimed water (endocrine disruptors)
- Imported water uses large amounts of energy
- Ever-increasing number of toxins are being introduced into the environment
- Balkanization of local water utilities makes conservation and water supply reliability measures difficult to enact on a regional basis.

# Future challenges to sustainability

- ☛ Supply reductions due to drought and global warming
- ☛ Companies not held responsible for clean- up of polluted sites
- ☛ Population increase and economic upturn place additional demands on water supply
- ☛ Water quality deteriorates as new persistent biotoxins are introduced into the environment

## Solution – Be Proactive!

- ☛ Don't wait for regulations to dictate precautionary action once contaminants are discovered in water supply
  - Pollution prevention – remove contaminants before they enter system
  - Advocate for safer alternatives
  - Provide education and incentives to businesses to reduce use of hazardous chemicals

# Solution – live within your means

- Set aggressive demand management targets
  - Conservation goals based on available supply during 3 driest years in last 2 decades
  - Provide resources to educate residents and businesses
  - Use legislation and pricing as necessary to enforce conservation
  - Develop public education campaigns targeting
    - Gardeners
    - Tenants/landlords
    - Low-income communities
    - Immigrant communities



# Solution – protect local supplies

- ✓ Vigorously pursue cleanup of polluted sites
- ✓ Pursue advances in water treatment techniques including natural techniques to create environmental benefits and increase public confidence in reclaimed water

# Solution – public involvement

- ✓ Create regional conservation campaigns through extensive media
- ✓ Water agencies – develop strategies for fostering public involvement
- ✓ Businesses – educate employees on conservation in both workplace and home.